



# Improving sustainability in the toy industry with UL's Environmental Claim Validation

Improving sustainability is a major goal in industries of all kinds, driven in large part by consumer demand to make major changes. Sustainability is no longer only nice to have, it is a business-critical component for companies across the board. Increasingly, toy manufacturers, retailers and buyers are under urgent pressure to respond to demands for improved sustainability.

## **Sustainability is meaningless without transparency**

Transparency requires that companies share insight about their products contain, how they are made, and what impact products may have on the community, environment and users.

The landscape of green product marketing is anything but black and white: a growing number of “eco-labels” have made it difficult to differentiate between products that are genuinely environmentally preferable and those that aren't. That's where UL can help.



## How UL can help

Through rigorous scientific analysis, manufacturers that engage UL can prove to the marketplace that their products do, in fact, live up to their environmental claims. So, manufacturers that work with UL can gain instant credibility and a clear competitive edge in an otherwise murky green product marketplace.

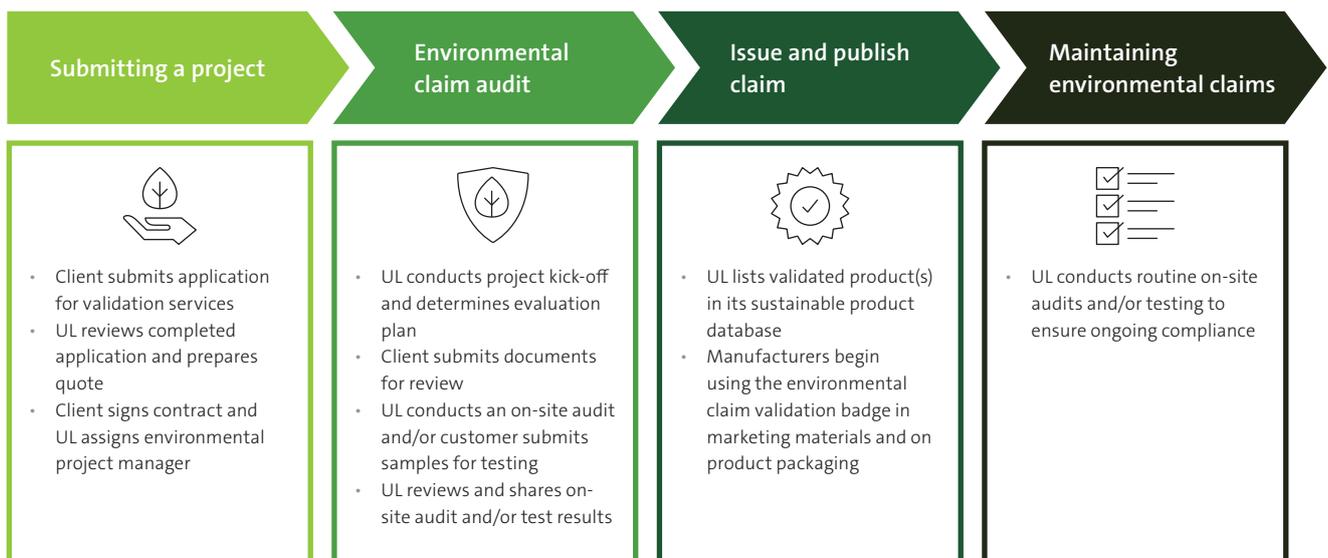
Manufacturers whose products have achieved environmental claim validation from UL are able to use the UL Environmental Claim Validation badge on their product packaging and marketing materials. With ease and convenience, this badge communicates to customers and prospects that products have been tested by a neutral third-party and independently validated to have been manufactured and/or perform in accordance with its environmental claims.

## The UL Environmental Claim Validation (ECV) program includes:

- Recycled content
- Biobased content
- Mold resistance
- Energy saving power strips
- Rapidly renewable materials
- Zero waste to landfill
- Volatile Organic Compound (VOC) content



## The UL Environmental Claim Validation process



Environmental claim validations provide independent verification that products live up to their marketing claims. This kind of validation gives both manufacturers and customers peace of mind.

For more information visit [UL.com/services/environmental-claim-validation](https://ul.com/services/environmental-claim-validation) or contact us at [TOYS@UL.com](mailto:TOYS@UL.com)



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